WHY FASHION TRADE SHOWS ARE MOVING TO A NEW FORMAT

Wednesday 4 September, 2019

The big trade shows are getting bigger, the small ones are dying. Small businesses are getting lost in the big shows and exhibitors are complaining after all the money spent they are not getting their ROI. Today showing at Premier Vision or Magic could cost you over £10000 not to mention the time, travel and effort you would go through. Then the big question arises, Is it really worth it?

Today with technology and high-tech communication, are buyers really going to shows. We all agree that the touch and feel of products are important but "isn't it cheaper to just send a sample and take a chance with the buyer" states Tarun Thadani, founder of Fashionablyin who has conceptualised a new format of shows bridging the virtual and real world together. Thadani started Buyers.Fashion a bi-annual Buyer-Supplier-Agent meet in London which is held 2 days before Fashion week in February and September every year.

Buyers.Fashion houses two segments, Manufacturing and Brands and will debut this year with about 50 exhibitors at the Courthouse hotel on the 11th and 12th of September 2019. "Our USP is fixed meetings with Buyers & Agents and London is the centre of the world, one flight away from any destination" states Thadani whose team works round the clock matchmaking their participants with relevant business prospects. Fashionablyin also offers its virtual service to fashion companies and it's exhibitors keeping them always flushed with new inquiries and opportunities. Showcasing at Buyers.Fashion ranges from £690 to £1800 literally a fraction of the cost of big shows and aims to bring more value to everyone who attends.

The company has big plans, and is looking at doing a New York edition in 2020. Is this the evolution of trade shows. After all businesses want meetings with Buyers and Agents which could materialise into new orders and if Fashionablyin can do this, It definitely looks promising!

Wednesday 11 & Thursday 12 September 2019 (10am to 6pm)
Courthouse hotel, 19 – 21 great Marlborough St, Soho, London W1F 7HL, UK

Media:



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Retail & Fashion ::

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